

Chain: 11500000

Chain Name: FOODARAMA SHOP RITES

*** 04/01/96 Thru 06/30/96 *** Total Stores: 20

FULL-PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	33632.0	27.6%	DORAL	5968.0	4.9%
NEWPORT	10004.0	8.2%	CAMBRIDGE	1621.0	1.3%
SALEM	8369.0	6.9%	MISTY	1441.0	1.2%
WINSTON	7805.0	6.4%	Other	5615.0	4.6%
VIRGINIA SLI	5482.0	4.5%	Total	14645.0	12.0%
PARLIAMENT	4641.0	3.8%	PL/BLK & WHT	Cartons	SOM
Other	36707.0	30.1%	WORTH	568.0	0.5%
Total	106640.0	87.5%	Total	568.0	0.4%

** Qtr 2 - 1996 ** Total Stores: 20

FULL-PRICE	Cartons	SOM
MARLBORO	33632.0	27.6%
NEWPORT	10004.0	8.2%
SALEM	8369.0	6.9%
WINSTON	7805.0	6.4%
VIRGINIA SLI	5482.0	4.5%
PARLIAMENT	4641.0	3.8%
Other	36707.0	30.1%
Total	106640.0	87.5%

BRANDED SAVINGS	Cartons	SOM
DORAL	5968.0	4.9%
CAMBRIDGE	1621.0	1.3%
MISTY	1441.0	1.2%
Other	5615.0	4.6%
Total	14645.0	12.0%

PL/BLK & WHT	Cartons	SOM
WORTH	568.0	0.5%
Total	568.0	0.4%

** Qtr 1 - 1996 ** Total Stores: 19

FULL-PRICE	Cartons	SOM
MARLBORO	33240.0	27.6%
NEWPORT	9544.0	7.9%
WINSTON	8575.0	7.1%
SALEM	7977.0	6.6%
VIRGINIA SLI	5579.0	4.6%
MERIT	4785.0	4.0%
Other	36291.0	30.1%
Total	105991.0	87.9%

BRANDED SAVINGS	Cartons	SOM
DORAL	5681.0	4.7%
CAMBRIDGE	1901.0	1.6%
MISTY	1225.0	1.0%
Other	5153.0	4.3%
Total	13960.0	11.5%

PL/BLK & WHT	Cartons	SOM
WORTH	628.0	0.5%
Total	628.0	0.5%

** Qtr 4 - 1995 ** Total Stores: 18

FULL-PRICE	Cartons	SOM
MARLBORO	31184.0	29.0%
NEWPORT	7802.0	7.3%
WINSTON	7554.0	7.0%
SALEM	7353.0	6.8%
VIRGINIA SLI	4509.0	4.2%
MERIT	4084.0	3.8%
Other	31589.0	29.4%
Total	94075.0	87.4%

BRANDED SAVINGS	Cartons	SOM
DORAL	4961.0	4.6%
CAMBRIDGE	1767.0	1.6%
BASIC	1266.0	1.2%
Other	4833.0	4.5%
Total	12827.0	11.9%

PL/BLK & WHT	Cartons	SOM
WORTH	629.0	0.6%
Total	629.0	0.5%

** Qtr 3 - 1995 ** Total Stores: 18

FULL-PRICE	Cartons	SOM
MARLBORO	34302.1	29.6%
NEWPORT	8775.0	7.6%
SALEM	7532.0	6.5%
WINSTON	7108.0	6.1%
VIRGINIA SLI	5266.0	4.5%
MERIT	4611.0	4.0%
Other	33614.0	29.0%
Total	101208.1	87.2%

BRANDED SAVINGS	Cartons	SOM
DORAL	5627.0	4.9%
BASIC	1695.0	1.5%
CAMBRIDGE	1579.0	1.4%
Other	5188.0	4.5%
Total	14089.0	12.1%

PL/BLK & WHT	Cartons	SOM
WORTH	687.0	0.6%
Total	687.0	0.5%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51846 1579

Chain: 11500000
Chain Name: FOODARAMA SHOP RITES

	Qtr 3 - 1995	Qtr 4 - 1995	Qtr 1 - 1996	Qtr 2 - 1996	04/01/96 Thru 06/30/96
	-----	-----	-----	-----	*****
TOTAL STORES	18	18	19	20	20
FULL-PRICE					
MARLBORO	29.6%	29.0%	27.6%	27.6%	27.6%
NEWPORT	7.6%	7.3%	7.9%	8.2%	8.2%
SALEM	6.5%	6.8%	6.6%	6.9%	6.9%
WINSTON	6.1%	7.0%	7.1%	6.4%	6.4%
VIRGINIA SLI	4.5%	4.2%	4.6%	4.5%	4.5%
PARLIAMENT	3.6%	3.5%	3.6%	3.8%	3.8%
Other	29.3%	29.6%	30.5%	30.1%	30.1%
TOTAL	87.2%	87.4%	87.9%	87.5%	87.5%
BRANDED SAVINGS					
DORAL	4.9%	4.6%	4.7%	4.9%	4.9%
CAMBRIDGE	1.4%	1.6%	1.6%	1.3%	1.3%
MISTY	0.8%	0.8%	1.0%	1.2%	1.2%
Other	5.0%	4.9%	4.2%	4.6%	4.6%
TOTAL	12.1%	11.9%	11.5%	12.0%	12.0%
PL/BLK & WHT					
WORTH	0.6%	0.6%	0.5%	0.5%	0.5%
Other	0.1%	0.1%		0.1%	0.1%
TOTAL	0.5%	0.5%	0.5%	0.4%	0.4%
Total Industry Volume					
Cartons	115984.1	107531.0	120579.0	121853.0	121853.0
Vol % Change	N/A	-7.28%	+12.13%	+1.05%	+0.00%
Industry Weekly Average					
Cartons	8921.8	8271.6	9275.3	9373.3	9373.3
Weekly Store Average					
Industry	495.65	459.53	488.17	468.66	468.66
RJR	118.03	115.11	121.11	114.65	114.65

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51846 1580

Chain: 11500000
Chain Name: FOODARAMA SHOP RITES

	Qtr 3 - 1995	Qtr 4 - 1995	Qtr 1 - 1996	Qtr 2 - 1996	04/01/96 Thru 06/30/96
	-----	-----	-----	-----	*****
TOTAL STORES	18	18	19	20	20
TOTAL SOM					
RJR	23.8%	25.1%	24.8%	24.5%	24.5%
PM	48.4%	47.4%	46.5%	45.9%	45.9%
BAT	13.6%	13.6%	13.7%	14.5%	14.5%
LOR	12.6%	12.4%	13.2%	13.5%	13.5%
L&M	1.6%	1.6%	1.7%	1.6%	1.6%
OTH					
FULL-PRICE					
RJR	17.8%	19.3%	19.1%	18.6%	18.6%
PM	45.3%	44.2%	43.7%	43.3%	43.3%
BAT	10.0%	10.0%	10.1%	10.5%	10.5%
LOR	12.6%	12.4%	13.2%	13.5%	13.5%
L&M	1.6%	1.6%	1.7%	1.6%	1.6%
OTH					
All Cigt	87.2%	87.4%	87.9%	87.5%	87.5%
BRANDED SAVINGS					
RJR	5.4%	5.2%	5.2%	5.4%	5.4%
PM	3.1%	3.2%	2.8%	2.6%	2.6%
BAT	3.6%	3.6%	3.6%	4.0%	4.0%
LOR					
L&M					
OTH					
All Cigt	12.1%	11.9%	11.5%	12.0%	12.0%
PL/BLK & WHT					
RJR	0.6%	0.6%	0.5%	0.5%	0.5%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	0.5%	0.5%	0.5%	0.4%	0.4%

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51846 1581

Chain: 11500000
Chain Name: FOODARAAMA SHOP RITES

*** 07/28/97 Thru 10/26/97 *** Total Stores: 21

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	30768.0	26.0%	DORAL	4948.0	4.2%
NEWPORT	10609.0	9.0%	MISTY	1692.0	1.4%
SALEM	7462.0	6.3%	BASIC	1526.0	1.3%
WINSTON	7346.0	6.2%	Other	5667.0	4.8%
VIRGINIA SLI	5751.0	4.9%	Total	13833.0	11.6%
PARLIAMENT	5338.0	4.5%	PL/BLK & WHT	Cartons	SOM
Other	36800.0	31.1%	WORTH	538.0	0.5%
Total	104074.0	87.8%			
			Total	538.0	0.4%

** Qtr 3 - 1997 ** Total Stores: 21

FULL PRICE	Cartons	SOM
MARLBORO	31382.0	27.5%
NEWPORT	9473.0	8.3%
WINSTON	6983.0	6.1%
SALEM	6899.0	6.0%
VIRGINIA SLI	5205.0	4.6%
PARLIAMENT	5084.0	4.5%
Other	35353.0	31.0%
Total	100379.0	87.9%

BRANDED SAVINGS	Cartons	SOM
DORAL	4604.0	4.0%
MISTY	1644.0	1.4%
BASIC	1381.0	1.2%
Other	5644.0	4.9%
Total	13273.0	11.6%

PL/BLK & WHT	Cartons	SOM
WORTH	473.0	0.4%
Total	473.0	0.4%

** Qtr 2 - 1997 ** Total Stores: 21

FULL PRICE	Cartons	SOM
MARLBORO	30877.0	26.3%
NEWPORT	9890.0	8.4%
SALEM	7902.0	6.7%
WINSTON	6018.0	5.1%
VIRGINIA SLI	5829.0	5.0%
PARLIAMENT	5213.0	4.4%
Other	36913.0	31.4%
Total	102642.0	87.3%

BRANDED SAVINGS	Cartons	SOM
DORAL	4596.0	3.9%
MISTY	1537.0	1.3%
BASIC	1473.0	1.3%
Other	6687.0	5.7%
Total	14293.0	12.1%

PL/BLK & WHT	Cartons	SOM
WORTH	537.0	0.5%
Total	537.0	0.4%

** Qtr 1 - 1997 ** Total Stores: 21

FULL PRICE	Cartons	SOM
MARLBORO	31329.0	28.0%
NEWPORT	9088.0	8.1%
SALEM	7219.0	6.5%
VIRGINIA SLI	5637.0	5.0%
WINSTON	5402.0	4.8%
MERIT	4973.0	4.5%
Other	35074.0	31.4%
Total	98722.0	88.3%

BRANDED SAVINGS	Cartons	SOM
DORAL	4938.0	4.4%
CAMBRIDGE	1358.0	1.2%
MISTY	1339.0	1.2%
Other	4939.5	4.4%
Total	12574.5	11.2%

PL/BLK & WHT	Cartons	SOM
WORTH	425.0	0.4%
Total	425.0	0.3%

** Qtr 4 - 1996 ** Total Stores: 21

FULL PRICE	Cartons	SOM
MARLBORO	34482.0	27.4%
NEWPORT	10025.0	8.0%
SALEM	8366.0	6.6%
WINSTON	7634.0	6.1%
VIRGINIA SLI	6236.0	4.9%
PARLIAMENT	5602.0	4.4%
Other	39376.0	31.3%
Total	111721.0	88.6%

BRANDED SAVINGS	Cartons	SOM
DORAL	5468.0	4.3%
MISTY	1436.0	1.1%
CAMBRIDGE	1422.0	1.1%
Other	5490.0	4.4%
Total	13816.0	10.9%

PL/BLK & WHT	Cartons	SOM
WORTH	453.0	0.4%
Total	453.0	0.3%

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51846 1582

Chain: 11500000
Chain Name: FOODARAMA SHOP RITES

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
TOTAL STORES	21	21	21	21	21
FULL PRICE					
MARLBORO	27.4%	28.0%	26.3%	27.5%	26.0%
NEWPORT	8.0%	8.1%	8.4%	8.3%	9.0%
SALEM	6.6%	6.5%	6.7%	6.0%	6.3%
WINSTON	6.1%	4.8%	5.1%	6.1%	6.2%
VIRGINIA SLI	4.9%	5.0%	5.0%	4.6%	4.9%
PARLIAMENT	4.4%	4.4%	4.4%	4.5%	4.5%
Other	31.2%	31.5%	31.4%	30.9%	30.9%
TOTAL	88.6%	88.3%	87.3%	87.9%	87.8%
BRANDED SAVINGS					
DORAL	4.3%	4.4%	3.9%	4.0%	4.2%
MISTY	1.1%	1.2%	1.3%	1.4%	1.4%
BASIC	1.1%	1.0%	1.3%	1.2%	1.3%
Other	4.4%	4.6%	5.6%	5.0%	4.7%
TOTAL	10.9%	11.2%	12.1%	11.6%	11.6%
PL/BLK & WHT					
WORTH	0.4%	0.4%	0.5%	0.4%	0.5%
Other	0.1%	0.1%	0.1%		0.1%
TOTAL	0.3%	0.3%	0.4%	0.4%	0.4%
Total Industry Volume					
Cartons	125990.0	111721.5	117472.0	114125.0	118445.0
Vol % Change	N/A	-11.32%	+5.14%	-2.84%	+3.78%
Industry Weekly Average					
Cartons	9691.5	8593.9	9036.3	8778.8	9111.1
Weekly Store Average					
Industry	461.50	409.23	430.30	418.03	433.86
RJR	106.60	88.66	95.60	92.28	98.55

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51846 1583

Chain: 11500000
Chain Name: FOODARAMA SHOP RITES

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
	-----	-----	-----	-----	*****
TOTAL STORES	21	21	21	21	21
TOTAL SOM					
RJR	23.1%	21.7%	22.3%	22.0%	22.8%
PM	47.3%	48.4%	46.6%	46.7%	45.7%
BAT	14.7%	14.8%	15.5%	15.9%	15.5%
LOR	13.2%	13.3%	13.8%	13.5%	14.2%
L&M	1.6%	1.7%	1.8%	1.8%	1.8%
OTH	0.1%	0.1%	0.1%		
FULL PRICE					
RJR	18.0%	16.5%	17.4%	17.2%	17.7%
PM	44.9%	45.9%	43.9%	44.2%	43.0%
BAT	10.9%	11.0%	11.3%	12.0%	11.9%
LOR	13.2%	13.3%	13.0%	12.7%	13.5%
L&M	1.6%	1.7%	1.8%	1.8%	1.8%
OTH					
All Cigt	88.6%	88.3%	87.3%	87.9%	87.8%
BRANDED SAVINGS					
RJR	4.7%	4.8%	4.4%	4.4%	4.6%
PM	2.4%	2.5%	2.7%	2.5%	2.7%
BAT	3.8%	3.8%	4.2%	3.9%	3.6%
LOR			0.8%	0.8%	0.7%
L&M					
OTH	0.1%	0.1%	0.1%		
All Cigt	10.9%	11.2%	12.1%	11.6%	11.6%
PL/BLK & WHT					
RJR	0.4%	0.4%	0.5%	0.4%	0.5%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	0.3%	0.3%	0.4%	0.4%	0.4%

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51846 1584